

AMENDED IN ASSEMBLY MARCH 16, 2015

CALIFORNIA LEGISLATURE—2015–16 REGULAR SESSION

## Assembly Concurrent Resolution

No. 32

Introduced by Assembly Member Bloom

February 25, 2015

Assembly Concurrent Resolution No. 32—Relative to California Craft-Brewery Beverage Month.

### LEGISLATIVE COUNSEL’S DIGEST

ACR 32, as amended, Bloom. California Craft-Brewery Beverage Month.

This measure would proclaim the month of April 2015 as California Craft-Brewery Beverage Month.

Fiscal committee: no.

1     *WHEREAS, A craft involves skill to make things by hand; and*

2

3     *WHEREAS, A beverage is a drink, especially one other than*  
4     *water; and*

5     WHEREAS, California is the birthplace of the craft brewing  
6     movement, when Fritz Maytag acquired the Anchor Brewing  
7     Company in 1965 and began brewing authentic handcrafted beers;  
8     and

9     WHEREAS, California is the home of the first microbrewery,  
10    beginning with Jack McAuliffe who built a small brewery in  
11    Sonoma from scratch, and began selling New Albion ales in 1977;  
12    and

13    ~~WHEREAS, The second largest craft brewer in the country,~~  
14    ~~Sierra Nevada Brewing Company, was founded in Chico,~~

~~California, in 1979, and spurred the craft brewery movement around the country; and~~

WHEREAS, In 1982, Governor Jerry Brown signed Assembly Bill 3610 to amend the state's tied-house laws to remove the restriction on on-premises sales of craft beer. Following this change in law, California became home to three of the first five brewpubs in the United States; and

~~WHEREAS, The second brewpub in the United States was opened by the Mendocino Brewery in Hopland, California; the third brewpub, opened in September 1984, was Buffalo Bill's in Hayward, California; and the fifth, opened by John Martin in March 1986, was Triple Rock Brewery in Berkeley, California; and~~

WHEREAS, ~~In 2012,~~ 2014, the California craft brewery industry had an annual impact of ~~\$4.7~~ \$5.5 billion on the state's economy; and

WHEREAS, ~~As of the end of 2012,~~ In 2014, the California craft brewery industry supported more than ~~45,000~~ 50,000 jobs, which in turn create billions of dollars in positive economic impact; and

~~WHEREAS, The California craft brewery industry creates more revenue for the state and federal governments than many other industries, generating more than \$850 million in federal, state, and local revenues in 2012; and~~

WHEREAS, California now has more breweries than any other state in the country, and in fact has more than twice as many craft breweries as the state within the next highest number, Colorado. The current count numbers more than 440 small, independently owned craft breweries. An average of one in every five craft beers produced in the United States comes from California; and

~~WHEREAS, California is now known and recognized internationally for the quality of its craft breweries. Year after year, Californian breweries win more medals at the World Beer Cup, the largest international beer competition in the world, and the Great American Beer Festival, the largest beer competition in the United States, than breweries found in other states; and~~

~~WHEREAS, California has more than 520 small, independently owned craft breweries; and~~

~~WHEREAS, An average of one in every five craft beers produced in the United States is from California; and~~

~~WHEREAS, Small, family-owned wine producers represent the largest number of licensed wineries in the state and nation; and~~

1     *WHEREAS, Family Winemakers of California was founded in*  
2     *1990 to provide a small producer perspective on public policy*  
3     *matters; and*

4     *WHEREAS, Family Winemakers of California advocates the*  
5     *rights and interests of its members to freely produce, market, and*  
6     *sell their products, and is dedicated to preserving the diversity of*  
7     *California wine; and*

8     *WHEREAS, Family Winemakers of California was instrumental*  
9     *in opening the United States wine market to California wine by*  
10    *direct-to-consumer sales through a sustained litigation campaign*  
11    *that led to the United States Supreme Court’s Granholm v. Heald*  
12    *(544 v.s. 460) decision; and*

13    *WHEREAS, The Family Winemakers of California are affiliated*  
14    *with WineAmerica to establish a channel for input on national*  
15    *issues and generate unity among small producers and growers*  
16    *across the United States; and*

17    *WHEREAS, The Family Winemakers of California now have*  
18    *425 small, independently owned wineries, which add to the prestige*  
19    *of California wine and are a significant part of the more than \$60*  
20    *billion state wine industry; and*

21    *WHEREAS, The California Artisanal Distillers Guild empowers*  
22    *California’s craft distillers through protection, education, and*  
23    *communication; and*

24    *WHEREAS, The guild’s member companies have a strong*  
25    *commitment to promoting the responsible consumption of alcohol*  
26    *as well as fighting underage drinking and drunk driving. This is*  
27    *accomplished through responsible advertising, strict codes of*  
28    *conduct, and other initiatives that educate the public on*  
29    *common-sense guidelines for drinking and set an example of*  
30    *moderation to our youth; and*

31    *WHEREAS, The mission and goals of the guild are to protect*  
32    *and promote the art and craft of small-batch and artisanal distilled*  
33    *spirits making, enhance consumer awareness of California*  
34    *craft-made spirits, and work to grow and ensure the long term*  
35    *health of our industry; and*

36    *WHEREAS, The California Artisanal Distillers Guild supports*  
37    *California alcohol wholesalers and distributors who promote*  
38    *California craft-made spirits and the importance of California’s*  
39    *role in the beverage industry, support the California Visitation*  
40    *and Tourism Industries, support California Small Business, support*

1 “Buy Local” Groups and Programs in California, support the  
2 California Farming Industry, support California suppliers of raw  
3 materials and packaging products, and support California  
4 restaurants, bars, and retail outlets who carry and promote  
5 California craft-made spirits; and

6 WHEREAS, ~~Brewery Beer~~, wine, and distilled spirits tourism  
7 is increasingly popular and contributes to the economic impact of  
8 the state’s tourism industry; and

9 WHEREAS, The California craft-~~brewing~~ beverage industry is  
10 a leader in the stewardship of natural resources and the environment  
11 and has made a major commitment to implement sustainable  
12 practices that are environmentally sound, including some of the  
13 largest solar arrays in the private sector, and the use of fuel cells  
14 and other innovative conservation techniques and processes; and

15 WHEREAS, Despite the challenges of intense global  
16 competition, the state’s craft-~~brewery~~ beverage industry is strong  
17 and growing, and is a major contributor to the economic vitality  
18 of California; now, therefore, be it

19 *Resolved by the Assembly of the State of California, the Senate*  
20 *thereof concurring*, That the Legislature hereby proclaims the  
21 month of April 2015 as California Craft-~~Brewery~~ Beverage Month;  
22 and be it further

23 *Resolved*, That the Chief Clerk of the Assembly transmit copies  
24 of this resolution to the author for appropriate distribution.